

**Candidates
have choices.
So do you.**



**A public education message from
the City of Santa Clara**



www.VoteEthics.org



Santa Clara Municipal Election Day
is Tuesday, Nov. 4, 2008

How candidates campaign reveal how they will behave as elected officials

- **Truth** - Do they tell the truth about themselves? Do they tell the truth about other candidates?
- **Respect** - Do they treat other candidates and their supporters with dignity and respect?
- **Fairness** - Do they debate the issues fairly, with no personal attacks and no effort to confuse or mislead voters?
- **Transparency** - Do they disclose who is supporting their campaign with donations, endorsements, and volunteer effort?
- **Debate** - Do they point out differences between themselves and opponents that are relevant to the political office?
- **Honor** - Do they publicly and forcefully criticize unfair, dishonest or disrespectful attacks on other candidates from any source?
- **Ethics & Values** - Do they keep the City's Code of Ethics & Values as the highest priority when making campaign decisions?

Watch "The Final Word" Santa Clara Candidates Forum

An opportunity to hear candidates "set the record straight" the night before Election Day.



Monday, Nov. 3
7-9:30 p.m.
Council Chambers
1500 Warburton Ave., Santa Clara
or broadcast live on Cable Channel 15



City of Santa Clara
1500 Warburton Ave.
Santa Clara, CA 95050

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Campaign 2008

Good government begins at the ballot box

To find out about ethical campaigning and how to evaluate candidate ethics
www.VoteEthics.org

To find out about campaign donors and expenditures
www.SantaClaraCampaignDollars.org

To find out about voter registration, mail-in ballots, poll locations
www.sccvote.org